

# Southern Oregon University Access and Participation

## Total Credit Enrollment

Non-Targeted Measure

	2000-01	2001-02	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09
Actual	5,502	5,469	5,478	5,505	5,161	4,989	5,002	4,836	5,082

Headcount of all students enrolled during fall term, regardless of course load.

## New Undergraduate Enrollment

Non-Targeted Measure

	2000-01	2001-02	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09
Actual	1,168	1,330	1,359	1,444	1,287	1,236	1,253	1,268	1,189

Headcount enrollment of newly admitted undergraduates, including both full- and part-time students and regular and extended studies enrollment.

### Explanation of Performance Trend

After significant increases in tuition and reductions, SOU saw a sharp drop in enrollment which has persisted through our retrenchment. New undergraduate enrollment has stabilized and is expected to increase in future years.

### Campus Initiatives & Significant Accomplishments

Beginning in 2006, we initiated a multi-year plan to strengthen enrollment, reorganizing academic programs, strengthening recruitment and retention and expanding services in Medford and other areas in our region. We are also on the verge of realizing growth due to our increased attention to international markets, especially in Asia.

# Southern Oregon University

## Student Progress & Completion

### Freshman Retention

Targeted Measure

	2000-01	2001-02	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13
Actual	68.4%	68.8%	69.2%	62.8%	65.2%	64.8%	65.9%	66.2%					
Targets				66.4%	70.8%	71.0%	72.0%	73.8%	74.0%				
				65.6%	69.0%	68.0%	69.0%	69.3%	69.5%	68.5%	70.0%	72.0%	74.0%

Percentage of first-time, full-time freshmen who entered and returned to the same OUS institution for a second year.

Note: Universities established high and low targets prior to 2008 (for years through 2008-09)

### Explanation of Performance Trend

After significant increases in tuition in 2002-2003, SOU saw a sharp drop in freshman persistence. Beginning in 2006, SOU began a concerted recruitment and retention effort designed to create long-term enrollment stability. One of the targets established within this effort is a freshman-sophomore retention rate of 75% within 7-8 years. The projected retention rates in this table are consistent with these efforts coming to fruition.

### Campus Initiatives & Significant Accomplishments

SOU has developed a comprehensive recruitment and retention plan submitted to the Chancellor's Office.

### Rationale for Targets to 2013

We anticipate a freshman retention rate of 67% for 2008-09 and 68% for 2009-10, slightly below set targets, followed by slightly greater increases through 2013 as the effect of retention and recruitment efforts accrue.

## Freshman Retention within OUS

Non-Targeted Measure

	2000-01	2001-02	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08
Actual	74.1%	74.1%	74.9%	71.2%	73.8%	71.7%	70.7%	71.7%

Percentage of first-time, full-time freshmen who return to any OUS institution for a second year.

## Graduation Rate

Non-Targeted Measure

	2000-01	2001-02	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08
Actual	32.7%	32.3%	34.6%	36.0%	39.9%	37.7%	35.6%	35.7%

Percentage of first-time, full-time freshmen entering and graduating from the same institution within six years.

## Graduation Rate within OUS

Non-Targeted Measure

	2000-01	2001-02	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08
Actual	43.3%	43.1%	45.3%	45.1%	49.6%	49.0%	46.4%	45.4%

Percentage of first-time, full-time freshmen entering and graduating from any OUS institution within six years.

### Explanation of Performance Trend

Graduation rates have reflected price sensitivity for our population of first-generation students, which has also impacted retention.

### Campus Initiatives & Significant Accomplishments

SOU has developed a comprehensive recruitment and retention plan driven by National Survey of Student Engagement (NSSE) benchmarks and data. Additionally, NSSE's Project DEEP (documenting effective educational practice) best-practices and action items serve as the plan's framework. Details of this plan have been provided to the Chancellor's Office in the form of "Taking Charge of Our Enrollment: Initiatives to Promote Enrollment Growth, Increased Retention, Increased Graduation Rates, and Improved Relationships with Regional Partners," September 2007.

# Southern Oregon University

## Academic Quality and Student Success

### Graduate Satisfaction

Targeted Measure

	2000-01	2001-02	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13
Actual	79.7%		75.9%		79.5%		85.0%						
Targets					80.0%		81.0%		82.0%		83.0%		84.0%
					78.3%		79.0%		80.0%				

Percentage of recent bachelor's degree recipients rating the quality of their overall experiences as "very good" or "excellent" on a 5-point scale.

Note: Universities established high and low targets prior to 2008 (for years through 2008-09)

### Explanation of Performance Trend

After significant increases in tuition, SOU saw a sharp drop in student satisfaction (2002-2003). Beginning in 2006, SOU began a concerted recruitment and retention effort designed to create long-term enrollment stability and student satisfaction. The projected satisfaction rates in this table are consistent with these efforts coming to fruition.

### Campus Initiatives & Significant Accomplishments

SOU's comprehensive recruitment and retention plan includes stronger orientation and advising components together with greater feedback to the campus on the drivers of student satisfaction.

### Rationale for Targets to 2013

Targets are based on implementation of initiatives designed to improve NSSE performance in related indicators. Specifically, "How would you rate your overall satisfaction with your college experience" and "Given the opportunity, would you select SOU again?" We anticipate continuing to exceed our targets in these areas.

## Graduate Success

Non-Targeted Measure

	2000-01	2001-02	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08
Actual	95.1%		96.8%		96.5%		97.3%	

Percentage of bachelor's degree recipients, surveyed approximately one year following graduation, who report that they are employed, continuing their education, volunteering, or working at home.

## Internships

Non-Targeted Measure

	2000-01	2001-02	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08
Actual					99.0%		98.6%	

Percentage of bachelor's degree recipients who participated in at least one type of internship or experiential learning opportunity.

## Student to Full-Time Faculty Ratio

Non-Targeted Measure

	2000-01	2001-02	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09
Actual	22.7	23.2	23.2	24.7	23.0	21.3	20.5	21.1	21.9

The ratio of fall FTE student enrollment (calculated as full-time plus one-third part-time headcount) to full-time faculty headcount.

### Explanation of Performance Trend

Student/Faculty ratios reflect the effects of retrenchment together with the adoption of a new professional instructor faculty rank.

### Campus Initiatives & Significant Accomplishments

The retrenchment process reassigned a number of experienced faculty across the institution to build stronger programs and to enable first-year students to have enhanced contact with more senior faculty.

# Southern Oregon University

## Educated Citizenry and Workforce Development

### Total Degrees Awarded

Targeted Measure

	2000-01	2001-02	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13
Actual	1,008	1,030	985	1,073	1,005	1,036	986	923					
Targets				923	1,000	1,020	1,020	1,020	1,020	1,000	1,010	1,030	1,050
				891	980	990	990	990	990				

The number of bachelor's and master's degrees awarded in a given academic year.

Notes: (1) A correction to 2005-06 degrees decreased awards by one from figures previously reported (2) Universities established high and low targets prior to 2008 (for years through 2008-09)

### Degrees in Designated Shortage Areas

Targeted Measure

	2000-01	2001-02	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13
Actual	59	56	33	39	29	24	19	21					
Targets				57	40	40	40	50	60	35	40	45	50
				49	35	35	30	35	40				

Total number of degrees awarded in computer science fields.

Note: Universities established high and low targets prior to 2008 (for years through 2008-09)

### Explanation of Performance Trend

Looking at our “pipeline” it is clear that we will experience relatively flat performance for the next couple of years followed by more substantive increases, especially as overall enrollment increases and retention initiatives begin to bear results.

### **Campus Initiatives & Significant Accomplishments**

SOU has developed a comprehensive recruitment and retention plan, as well as targeted efforts aimed at reinvigorating the Computer Science curriculum as individuals focused on technological careers. A new focus has been added in Digital Media as well.

### **Rationale for Targets to 2013**

We anticipate 30 Computer Science graduates in 2008-09, with an annual increase of 5 graduates through 2013.

# Southern Oregon University

## Knowledge Creation and Resources

### Sponsored Research Expenditures

Targeted Measure

	2000-01	2001-02	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13
Actual	\$3.2	\$4.0	\$3.8	\$4.1	\$4.1	\$3.9	\$4.8	\$5.1					
Targets				\$2.5	\$3.5	\$4.5	\$4.5	\$4.6	\$4.6				
				\$2.3	\$3.0	\$3.5	\$3.5	\$3.6	\$3.6	\$4.2	\$4.3	\$4.4	\$4.5

Expenditures for sponsored research and other activities (\$ in millions) using grant funds from external sources (e.g., federal and private). Includes teaching/training grants, student services grants, and similar support

Note: Universities established high and low targets prior to 2008 (for years through 2008-09)

### Explanation of Performance Trend

We project \$4.3 million for 2008-09 followed by expenditures of \$4.2, \$4.3, \$4.4 and \$4.5 through 2013. Data demonstrates relatively flat levels of sponsored research expenditures and modest incremental growth is expected. Rates of growth, however, are not fully indicative of current success and future potential. SOU efforts to obtain external funding frequently focus on sources that provide significant amounts of student support due to high levels of need in our serving area. Amounts shown above include restricted funds. Fiscal year 2007-08 includes a one-time \$1M grant to Jefferson Public Radio. Capital expenses and student aid are excluded.

### Campus Initiatives & Significant Accomplishments

Our retrenchment plan has decreased the numbers and percentages of SOU faculty engaged in seeking external funding. We expect to see increases in the next few years as institutional expectations are more clearly articulated.

### Rationale for Targets to 2013

Sponsored research is driven by institutional priorities established through strategic planning. SOU is emerging as a leader in creating research opportunities for faculty and students based on community needs and involvement of diverse stakeholders. Contracts with both public and private entities are indices of recognition of faculty as scholars whose knowledge can be applied in real world practice.

## Philanthropy

Non-Targeted Measure

	2000-01	2001-02	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08
Actual	\$14.2	\$13.6	\$14.4	\$17.0	\$16.8	\$18.7	\$23.1	\$18.3

Net assets of campus affiliated foundation as reported in the OUS audited financial statement (\$ in millions)

## Faculty Compensation

Non-Targeted Measure

	2000-01	2001-02	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08
Actual	94.8%	90.6%	91.9%	94.0%	92.0%	94.4%	94.1%	94.9%

The average faculty compensation (salary plus benefits) as a percentage of the average compensation among peer institutions.

### Explanation of Performance Trend

The 2006-07 high target established for philanthropy as a mission-specific indicator was exceeded primarily due to the Higher Education Center (HEC) project fund raising. Net assets for 2007-08 dropped back to within the target range due to spending of funds raised for the HEC.

### Campus Initiatives & Significant Accomplishments

The annual fund raising campaign has increased fund raising goals, which will be achieved by increased coordination with the Alumni Association, campus units, and an improved and enlarged constituent database. SOU will commence a fund raising campaign for the enhancement of the theatre complex. Initial pledges and gifts tend to increase net assets on a longer term campaign, though future transfers to the university when construction begins will offset this increase. We anticipate \$22M in net assets for 2008-2009 with increases to \$24M, \$26M and \$29M in 2009-2013.

# Southern Oregon University

## Mission-Specific Indicators

### Transfer Student Graduation Rate

Targeted Measure

	2000-01	2001-02	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13
Actual						53.3%	54.4%	54.1%					
Targets										56.0%	56.5%	57.0%	57.5%

Percentage of full and part-time transfer students who enroll at the start of an academic year and receive a degree within six years

### Philanthropic Support

Targeted Measure

	2000-01	2001-02	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13
Actual	\$14.2	\$13.6	\$14.4	\$17.0	\$16.8	\$18.7	\$23.1	\$18.3					
Targets				\$18.4	\$14.5	\$17.0	\$18.0	\$19.0	\$20.0	\$24.0	\$26.0	\$29.0	\$29.0
				\$16.0	\$13.6	\$15.0	\$16.0	\$17.0	\$18.0				

Net assets of the SOU foundation (\$ in millions)

Note: Universities established high and low targets prior to 2008 (for years through 2008-09)

### Explanation of Performance Trend

Transfer graduation has remained relatively flat in recent years. With increased attention being paid to those drivers of student satisfaction and persistence, slow yet steady increases are expected.

## Campus Initiatives & Significant Accomplishments

SOU has developed a comprehensive recruitment and retention plan driven by National Survey of Student Engagement (NSSE) data benchmarks and data. Additionally, NSSE's Project DEEP (documenting effective educational practice) best-practices and action items serve as the plan's framework. Details of this plan have been provided to the Chancellor's Office in the form of "Taking Charge of Our Enrollment: Initiatives to Promote Enrollment Growth, Increased Retention, Increased Graduation Rates, and Improved Relationships with Regional Partners," September 2007

## Rationale for Targets to 2013

Given demographic and other factors, coupled with our interventions, transfer graduation rates in the 57% range by 2013 are very achievable.